

# MAKING OUR COMMUNITY HEALTHIER

COMMUNITY BENEFIT REPORT

# 2013

A SPECIAL EDITION OF  
*LiveWell*



HEALTHCARE SYSTEM  
**GENESIS**  
Where you're treated well

[genesishcs.org](http://genesishcs.org)





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# TREATING OUR COMMUNITY WELL



You know what it's like to plan for a big event and finally have it happen. Maybe it's a marriage, the birth of a child, or even retirement. You're excited when these events take place.

That's how we're feeling at Genesis, as we began building your new Genesis hospital in 2013. We've been planning it for years, and we were so excited when construction began last May. The new hospital will be a modern facility that will enable us to elevate quality care and services, and give you and your family an exceptional patient experience close to home.

An addition to the existing Bethesda Hospital will include emergency and trauma, surgery, heart and vascular, critical care and pediatric services. With renovations to Bethesda, you will experience a completely new and modern facility when you come to Genesis. A new, free-standing cancer center and an attached medical office building will bring together physicians and outpatient services like cancer, neuroscience, orthopedic, and heart and vascular into a single, convenient location for our patients.

Our care extends beyond the walls of the hospital, however, and in this report, you'll learn how we're reaching out to improve the health of our community. We're joining with many other organizations to determine the biggest health needs in our area and working on ways to address those needs.

You'll also read about some of our accomplishments and how Genesis benefits the community through services, charity care and other forms of economic support.

Just like our big, exciting event – building your new hospital – the many ways we're treating the community well is just beginning. We can't wait for what our future holds!

Matthew J. Perry

President & CEO



# SERVING THE COMMUNITY IS OUR TRADITION

Genesis has a history deeply rooted in serving the health needs of our community. More than a century ago, local leaders and the Franciscan Sisters of Christian Charity had a vision to serve the health care needs of the community. From that vision grew Bethesda and Good Samaritan hospitals. The vision flourished as the two hospitals united to form Genesis HealthCare System in 1997. Our commitment to our mission – to provide compassionate, quality health care – remains as strong as ever.

Throughout the years the mission hasn't changed, but the ways we're serving our community has. Today, care extends beyond the walls and corridors of the hospital as we discover new and innovative ways to meet the health needs of our community – our families, friends and neighbors.

Inside this publication, you'll read about some of the ways we're reaching out to improve the health of the people we serve. We've taken a new approach to understanding the broad scope of health issues in our community and how we can help address them. It takes a united effort from all of us, so we partnered with local organizations to complete a health assessment that identifies and prioritizes the biggest health needs in our region.

We also reached out to the community-at-large to get feedback through group discussions and public surveys. Data was collected from many sources, looking at what health conditions people in our community are treated for the most, and what resources are available to help prevent and treat these issues.

A 3-year implementation strategy outlines how to meet these health needs with specific plans, resources and measurements. Some of the identified needs include reducing the number of accidents and injuries; improving the health of mothers and infants; helping people breathe better by improving respiratory health; and making it easier for people to get the care they need by bringing new physicians to our area.

In this Community Benefit Report, you'll read about our efforts in 2013 to address these health needs. You can also review the full Community Health Needs Assessment on our website at [genesishcs.org](http://genesishcs.org); select "Community Benefit" at the bottom of the home page.

While the ways we're helping our community have changed through the years, our dedication to our mission has not. We are here to help you and your family enjoy good health. And when you're sick, we're here to get you back on your feet with our exceptional care. That's been our tradition for many years. And it's our continued commitment to you today.





# PREVENTING ACCIDENTS & INJURIES

## Area of Need

*The number one reason people in our area need to come to the Emergency*

*Department (ED) is due to a fall. Number two is car accidents, and number three is four-wheelers, dirt bikes, scooters and other types of vehicle accidents.*

*We're helping the community learn how to prevent falls and other injuries by offering free prevention programs for all ages ranging from preschoolers to senior citizens. Programs include fall-risk assessments, ThinkFirst, helmet safety and ImPACT.*



Rebecca Geyer

## Reaching Out to Lessen Injuries

Children and senior citizens are at the highest risk of falling. To help them prevent falls and other injuries, we hired a staff member to provide injury prevention programs in 2013.

Rebecca Geyer, R.N., M.S.N., is the Trauma Injury Prevention and Outreach Coordinator. Along with the Genesis Trauma Services team, she presented injury prevention programs to many community groups and schools in our region last year.



## Determine Your Risk of Falling

The Genesis Trauma Services team and Genesis Rehabilitation therapists provide fall-risk assessments at no cost to community groups. The evaluation involves getting out of a chair, walking a short distance, and seeing how many times you can sit down and stand up in a chair in 30 seconds. The program also helps people learn how to be aware of things that might increase fall risk, such as getting feet caught in throw rugs, slipping on steps or climbing on ladders.

At a falls prevention program at a senior center in 2013, an elderly woman realized she was using a step stool to reach dishes in the cupboard nearly every day, and she was at risk of falling. Geyer suggested moving the frequently used dishes to a lower cupboard. The woman was grateful to learn how she could lower her chances of falling.



Foxfire Students

## ThinkFirst

Injury is the leading cause of death among children, teens and young adults. Genesis provides ThinkFirst presentations at no cost to schools and organizations to help children, teens and young adults reduce the risk of injury. The injury prevention programs reached 882 students in 2013. We're one of only five health care systems in Ohio designated as a ThinkFirst chapter.

The Genesis Trauma Services team coordinates presentations with local law enforcement officials and Emergency Medical Services (EMS) to simulate distracted driving accidents from the time the EMS arrives through rehabilitation. During hands-on activities, students wear goggles to simulate what it's like to drink alcohol and try to do simple tasks like stacking blocks as shown in the photo above. A shaken baby simulator that cries is used to show the devastating brain damage that occurs after only a few seconds of shaking.

To measure the effectiveness of injury prevention, the Genesis team observed students, staff and parents driving on school property and recorded seatbelt use and distracted driving before the presentation. A survey a week after the ThinkFirst presentation showed seatbelt use increased and distracted driving decreased.



## ImPACT

Genesis Rehabilitation Services, in collaboration with Genesis Trauma Services, offers a free baseline test to help determine when student athletes can safely return to play after suffering a concussion. The Immediate Post-Concussion Assessment and Cognitive Testing (ImPACT) is a 20-minute computer test. Last year, 720 student athletes in our area received the test at school. If the student suffers a concussion, the test is given again to re-evaluate their mental abilities.

The test helps determine when the brain is healed and it's safe to return to play. Without it, athletes run the risk of returning to the game before the brain is healed and increasing the risk for a second, more severe concussion. Genesis Rehabilitation Services also offers training and educational materials at no cost to help student athletes, parents and coaches learn about concussions.

For more information on ImPACT and other concussion programs available at Genesis, go to [genesishcs.org](http://genesishcs.org) or call Genesis Rehabilitation Services at (740) 455-5151.



Michael Cohen and Rebecca Geyer

## Helmet Safety

Correctly wearing a bike helmet can save one life every day and prevent a brain injury every four minutes. Geyer and the Genesis Trauma Services team help students like Michael Coen (in the photo above) learn how to correctly wear a bike helmet and the importance of wearing a helmet every time he rides.

Helmets can prevent about 75 percent of bicycle fatalities among children. During ThinkFirst presentations, the impact of wearing a helmet is shown with an egg-drop demonstration. When a doll head without a helmet is dropped, the egg inside cracks. When the doll wears a helmet, the egg remains intact, showing how much the helmet helps to protect the brain.



# IMPROVING RESPIRATORY HEALTH

## Area of Need

Nearly 24 percent of adults in Ohio smoke cigarettes, and in our area, the percentage of tobacco users is even higher at 30.4 percent. Tobacco use is known to cause many diseases like lung cancer. We also have a high incidence of other respiratory problems due to many factors.

Genesis is reaching out to improve the respiratory health in our community by offering free health screenings and education on prevention and early detection. Here are just a few of the innovative ways we're helping people breathe better.



Pulse Oximetry

## Respiratory Screenings in the Community

Respiratory screenings are offered free at education programs and other events throughout our region. Our Respiratory Services team provided 1,543 free screenings at 190 outreach activities and events last year. The events drew more than 10,900 participants.

Respiratory screenings include pulse oximetry that measures the amount of oxygen in the blood and can be used to detect respiratory problems. The test involves clipping a small electronic device, the size of a clothespin, on your finger. In 2013, respiratory specialists from the Genesis Black Lung & Respiratory Health Clinic provided 1,168 pulse oximetry screenings. Making the screenings available at no cost in our community increases the chances of detecting conditions that might otherwise go undiagnosed.



Bob Adair, Support Group Member

## Better Breathing Club

The Better Breathing Club support group is open to anyone in the community with breathing problems. The group meets monthly to help participants learn to manage breathing problems and provide support from respiratory therapists. Participants learn better breathing techniques, such as using pursed-lip breathing to release air from the lungs.

The support group is an opportunity to learn new information and share ideas with others in the community facing similar health issues. Other educational programs at the Better Breathing Club include exercise, diet and finance. Genesis is the only health care system in our area providing a support group like this.



Gary Garbas, Coal Miner

## Coal Miners Health Fairs

Coal Miners Health Fairs are held several times a year. The health fairs are free to coal miners and anyone with breathing problems. Attendees can talk one-on-one with health professionals and get a wide variety of free health screenings.

Spirometry is one of the tests frequently provided at the health fairs. In 2013, the Respiratory Services team performed 375 spirometries. The test involves blowing into a mouthpiece to measure the amount and speed of air that can be inhaled and exhaled. It's used to assess conditions such as asthma, pulmonary fibrosis, cystic fibrosis and COPD. Other free screenings at the health fairs include blood sugar, blood pressure, skin screenings, body fat analyses, grip strength testing and others.

Free health screenings are also available at the Coal Miners Appreciation Day each September. The event is open at no cost to past and present coal miners, and their family and friends. The event also includes a luncheon and educational speakers.



Kim McMorrow, Screening Patient

## Free Alpha-1 Tests

Alpha-1 is a genetic condition that can lead to lung or liver disease. It's caused by reduced levels of the Alpha-1 antitrypsin protein in the blood.

The only way to determine if you have Alpha-1 is through a finger-stick blood test that typically costs \$200 or more. We provided the screening at no cost through collaboration with Baxter Healthcare Corporation and the Genesis Spirit of Women program. Early diagnosis – and avoiding risk factors like dust, workplace chemicals and cigarette smoking – can help prevent Alpha-1 from causing disease.

Common symptoms of Alpha-1 are shortness of breath, wheezing, chronic bronchitis, recurring chest colds and year-round allergies. If Alpha-1 isn't diagnosed, patients might be treated for respiratory conditions without any success. The only treatment for Alpha-1 is plasma with the Alpha-1 antitrypsin protein.

Kim McMorrow's Alpha-1 test was positive. As a result, Kim had other family members tested for the disease to reduce the risk of her children and grandchildren being treated for chronic obstructive pulmonary disease (COPD) and emphysema if they experience symptoms, instead of receiving treatment for Alpha-1.

For more information on the Alpha-1 screenings, contact the community outreach team with Genesis Marketing & Public Relations at (740) 454-5913.

To Learn More » If you'd like more information about Genesis Respiratory Services, go to [genesishcs.org](http://genesishcs.org) or call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328.



# HELPING MOTHERS AND INFANTS THRIVE

## Area of Need

*Helping mothers and infants get a good start is important to the health of the entire community. Areas of need that have been identified locally include mothers with medical risks during pregnancy, late prenatal care, high teenage birth rates, and babies with low birth weights.*

*Genesis provides a variety of outreach programs and community education to address these areas of need and help moms and babies have a healthy beginning.*



Breastfeeding Support

Genesis has one of the most supportive breastfeeding programs in our region. We have a team of certified lactation consultants available seven days a week to answer questions and offer support to new moms, while in the hospital or after they arrive home. After mothers return home, they can call a toll-free number for questions or concerns. If needed, an appointment can be scheduled for the mother and baby to meet with the lactation consultant.

A weekly support group, called Breastfeeding Support for Success, is also offered at no cost. Infants receive a weight check during meetings, and professional lactation consultants answer mothers' questions. The group is open to all mothers in the community – whether they choose to breastfeed or bottle feed. Mothers planning to return to work can also schedule a free consultation designed for their specific work situation.



Partnering to Help Parents

Genesis was one of a dozen organizations who came together with the goal of improving the health of mothers and children last year. We collaborated with other agencies to offer education and events.

Genesis participated in a free Community Baby Shower for new and expectant mothers in October. More than 100 parents learned about pregnancy, health and nutrition, the growth and development of their babies, and more.

Free educational materials are also available for expectant moms on the importance of healthy eating while pregnant, getting care early in the pregnancy, and the effects of smoking, alcohol and drugs. The materials are provided through a grant from the March of Dimes.

The Genesis Maternity Care team receives special training on services and resources available in the community for mothers, infants and children. The training helps the team connect new mothers with resources while they're still in the hospital, such as assistance for teen moms, education on child development, or availability of nutrition programs.



Identifying At-risk Infants

There's been an increase in the number of babies born addicted to drugs across the country, according to the American Academy of Pediatrics. From 2000 to 2009 the number of babies with drug withdrawal symptoms tripled. Symptoms include low birth weight, difficulty eating, inconsolable crying, respiratory problems and seizures or convulsions. Sometimes the symptoms don't show until a week following birth – after the babies have gone home.

Genesis began a program in 2013 to identify at-risk infants early. This helps babies get treatment to relieve painful withdrawal symptoms, improves the health of the infants and provides parents support and education to help care for the infants.



Healing After Infant Loss (H.A.I.L.)

The loss of a baby through miscarriage can be devastating. Genesis developed a program to help families through a support group called Healing After Infant Loss (H.A.I.L.). The group meets several times a year.

A Walk to Remember was held in October for families who experienced a loss. In December, a bulb-decorating holiday event gave grieving parents the opportunity to decorate ornaments in memory of their babies.

The Genesis Maternity Care team also offers a special memorial service in April for babies lost at 20 weeks or less. "We wanted a way to validate the brief lives of these little ones who so intensely touched our lives," said Erin Burris, R.N., B.S.N., manager of the Genesis Nursery.

The annual memorial service gives families a place to honor the loved one. Five years ago when the event first started, two families attended. In 2013, more than 100 family members participated. To find out more information about H.A.I.L., call (740) 450-6140.





# IMPROVING ACCESS TO CARE

## Area of Need

*Improving access to quality health care is a Genesis strategic goal. It has also continued to be a need our community identified through the community health needs assessment.*

*One way we improve access to care is by bringing new physicians to our area, making it easier for patients to get the health care they need locally. We have made a lot of progress in recent years. Since 2010, 80 new physicians have joined the Genesis Medical Staff, including these 14 doctors in 2013.*

### Hospitalists

Hospitalists are specially trained doctors who care for patients when they are in the hospital. They work with primary care physicians and specialists to coordinate patients' care. Hospitalists are at Genesis 24 hours a day, 7 days a week.



Mudasir Abro, M.D.



Ilya Goldenberg, M.D.



Ammar Alahmar, M.D.



Roy Peters, M.D.

### Emergency Medicine

These physicians specialize in the care of acutely ill patients in the emergency department. They have advanced training in managing life-threatening illnesses and injuries, including advanced cardiac life support and soft tissue injuries.



Mary Arvanitis, D.O.



Carla Ralston, M.D.



Brandon Bomsta, D.O.



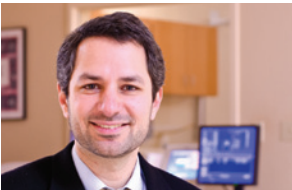
William Rose, M.D.



Sheri Knepel, M.D.

### Diagnostic Radiology

Diagnostic radiologists are medical doctors (M.D.) or doctors of osteopathy (D.O.) who specialize in diagnosing or treating diseases and injuries using imaging techniques such as X-rays, ultrasounds, CT scans and MRIs.



Daniel Greenspan, M.D.

### Interventional Radiology

An interventional radiologist is a physician who specializes in the use of fluoroscopy, CT and ultrasound to guide passage through the skin by needle puncture. This includes introduction of wires and catheters for procedures like biopsies, draining fluids, inserting catheters, or dilating or stenting narrowed ducts or vessels.



Valerie Drnovsek, M.D.

### Radiation Oncology

Radiation oncologists are physicians who are specially trained to use ionizing radiation in the treatment of cancer. Radiation can be given to help cure patients, either alone or with surgery and/or chemotherapy. It is also used to relieve symptoms in patients with incurable cancers. Radiation oncologists may also use radiation to treat other diseases and tumors that aren't cancerous.



Shalini Garg-Gupta, M.D.

### Interventional Cardiology

Interventional cardiologists perform a number of procedures to diagnose and treat structural heart problems, including cardiac catheterizations, balloon angioplasty and stents.



Arshad Rehan, M.D.

### Hematology/Oncology

Hematology is the study of blood, and oncology is the study of cancer. A hematologist/oncologist is a physician with special training in the diagnosis and treatment of blood diseases and cancers, like iron-deficiency anemia, hemophilia, sickle-cell disease, leukemia and lymphoma.



Renu Soni, M.D.





# BENEFIT TO THE COMMUNITY: \$30.8 MILLION

Genesis HealthCare System gives to the community in many ways. In addition to being the largest health care provider in southeastern Ohio, Genesis is not-for-profit with a mission to provide compassionate, quality health care. We're dedicated to meeting the health-related needs of our community members, regardless of ability to pay.

We partner with agencies throughout the community to identify health-related needs of the poor, the underserved and the community at large, and we strive to fulfill those needs. We pledge every dollar (after expenses) to develop services, provide financial and professional support, and offer education and wellness programs that respond to the community's health needs.

## What Is Community Benefit?

Community benefit is the programs, events or services used to promote health and healing to meet community needs. Community benefit programs create better access to health care, enhance the health of the community, advance medical or health care knowledge, and demonstrate charitable purpose. Genesis' quantifiable community benefit in 2013 was \$30,870,000, which was 10% of our total expenses.

Our community benefit is defined in three categories:

- **Charity Care** — Free or discounted health services provided to people who can't afford to pay.
- **Unpaid Cost of Medicaid & Medicare** — The shortfall created when payments received from Medicaid & Medicare are less than the cost of caring for patients.
- **Community Benefit Services** — Community health improvement services, including community health education; clinical screenings for uninsured and underinsured individuals; support groups and self-help programs; health professionals' education; subsidized health services that are provided despite a financial loss because this meets an identified community need and if no longer offered, it would either be unavailable in the area or fall to the responsibility of government or another not-for-profit organization to provide; research; cash and in-kind contributions; community building activities that address the root causes of health problems such as poverty; homelessness and environmental problems; and costs associated with community benefit operations.

CHARITY CARE	Free care provided to more than 5,900 patients who did not have insurance or whose insurance left them with an out-of-pocket balance after payment was made. Amount based on costs. Bad debt is not included.	\$9,359,000
UNPAID COST OF MEDICARE & MEDICAID	Genesis received payments for services provided to patients covered by Medicare and Medicaid, but the payments did not always cover the cost of the services. Costs are defined as difference between program net patient revenues and cost of providing the services.	\$20,353,000
COMMUNITY BENEFIT SERVICES	More than 31,707 people benefitted from activities such as free health screenings, educational programs and in-kind donations from Genesis.	\$1,158,000
TOTAL COMMUNITY BENEFIT		\$30,870,000

## Other Forms of Economic Support

Genesis is a major driver of the local economy with more than 3,500 people employed and a payroll of \$182 million. In addition to the ripple effect these payroll dollars have as employees make their homes in our community and support local merchants, our employees' payroll taxes also make a sizeable contribution to the area's economic health:

State of Ohio payroll taxes: \$6 million  
Local payroll taxes: \$3.2 million  
School taxes: \$82,570

## Support From Employees

Genesis employees supported our community in a variety of ways in 2013, including:

- Red Cross Blood Drives: 115 units collected from 5 drives
- Donating to the United Way: \$59,250
- Donating to Operation Feed: \$878.60
- Raising funds for the American Cancer Society, Leukemia and Lymphoma Society, American Heart Association and the Crohn's & Colitis Foundation of America
- Raising funds through fruit sales in the Genesis cafeterias for local social agencies including the American Red Cross, Transitions, Big Brothers Big Sisters, Christ's Table, Salvation Army, Heartbeats Muskingum Valley and Forever Dads





# MANY ACCOMPLISHMENTS IN 2013

*Plans for your new Genesis hospital that were only blueprints on paper took shape as the new facility began rising from the earth in 2013. Along with building a modern health care facility, we reached out to care for you and your family in many other innovative and creative ways.*



## Clinical Program Accomplishments

- Received Primary Stroke Certification from the Healthcare Facilities Accreditation Program (HFAP), an independent, accreditation organization, for meeting or exceeding quality and safety standards in patient safety, quality improvement and environmental safety.
- Received Platinum Partner status – one of only four hospitals in Ohio – in the Hospital Champions program from the Ohio Hospital Association for raising awareness about organ, eye and tissue donor registration.
- Recognized with Get With The Guidelines® Stroke Bronze Quality Achievement Award from the American Heart Association/American Stroke Association for commitment and success in implementing a higher standard of care by ensuring stroke patients receive treatment according to national standards.
- Genesis Hospice Care received Level One Status for “We Honor Veterans,” a national program to address the unique needs of veterans. We’re the only hospice in the area that has earned this designation.
- Recognized as a gold level recipient of the American Heart Association’s Start! Fit-Friendly Companies recognition program. This is the fourth year in a row Genesis has earned this honor.
- Certified by Commission on Accreditation of Rehabilitation Facilities (CARF) for inpatient rehabilitation and work hardening.

## Other Accomplishments

- Received the Advisory Board 2013 Excellence in Engagement Award for Genesis employees being highly motivated, productive, loyal and committed to our organization’s success.
- Ranked as one of the 100 Top Best Places to Work in Information Technology (IT) by IDG’s Computerworld. The ranking is awarded to IT departments that offer workers great benefits and compensation, along with a stimulating work environment. The Genesis IT department ranked 69th in the top 100 Computerworld list.
- Awarded Susan G. Komen for the Cure, Columbus Affiliate grant that enabled us to help uninsured or underinsured women get free digital mammograms. Last year, we helped women receive routine screening mammograms, diagnostic mammograms or ultrasounds.



## Enhancing Services

- Recruited 14 new physicians to Genesis medical staff to increase access to care.
- Expanded the Wound Care Center® to offer Hyperbaric Oxygen Therapy (HBOT). The new treatment accelerates healing by delivering oxygen to patients in a pressurized chamber at greater-than-normal atmospheric pressure.
- Established the Genesis Back Pain Treatment Center to help people in the community gain quicker access to the right care and treatment.
- Opened Genesis Pediatric Rehab, a place specially designed for children to receive physical, occupational and speech therapy. Funds for the project were provided by the Genesis ProAm Golf Tournament.
- Developed a surgery line to streamline the process for referring to surgeons.



## Working With Others

- Genesis named 20 long-term care facilities as preferred providers for skilled nursing care. These providers are those that demonstrate they meet quality standards.
- Partnered with Zane State College to provide American Heart Association-certified CPR, first aid and bloodborne pathogens training to members of our community.
- Supported local physicians to continue developing Ohio Integrated Care Providers (OICP), a physician-led, physician-managed clinical integration program. The goal of OICP is to improve quality and outcomes, control health care costs, and strengthen the position of private practice physicians to contract collectively with commercial fee-for-service insurers.



## Information Technology Advancements

- Expanded the Epic electronic medical record with 110 physicians and other providers.
- Exceeded 10,200 active users of MyChart®, the Epic feature that enables patients of physicians who are Epic users to access their own medical records online.





# BUILDING YOUR NEW HOSPITAL

*Genesis has a rich tradition of providing high quality health care to our community from its two hospitals – Good Samaritan and Bethesda. We have excellent physicians, a strong technology base, and highly skilled and trained staff. Now we are creating a state-of-the-art facility, bringing 21st century health care to southeastern Ohio in one place.*

A new Genesis hospital will mean a better quality patient experience, including:

- All private rooms for patients and families to have a more comfortable stay.
- All inpatient services on one campus.
- A streamlined and coordinated patient flow that will be easier for patients to navigate, understand and receive timely care.
- More physicians practicing locally; recruiting physicians to a new high-tech hospital is always easier.
- The next generation of technology to bring patients advanced treatments – technology that can't fit into the physical design of our current buildings.

Construction began last year, and the new hospital will be complete in 2015. Take a look at the progress we made in 2013.



Groundbreaking –  
May 11, 2013

Genesis broke ground on May 11, 2013, symbolizing the start of construction for the new hospital. Joining in the celebration were (left to right) Scott Wegner, M.D., medical director of Genesis Cancer Services; Eric Newsom, M.D., president of the Genesis Medical Staff; James McDonald, chair of the Bethesda Care System Board of Directors; Jody Ballas, chair of the Genesis HealthCare System Board of Directors; Matthew Perry, president and CEO of Genesis; Sister Louise Hembrecht, community director of the Franciscan Sisters of Christian Charity (FSCC); Sister Laura Wolf, president of the FSCC Sponsored Ministries; and Bill Porter, president of the Genesis Volunteers.



Designing Patient Rooms

Genesis did something few hospitals have done – built model patient rooms so doctors, nurses, patients, visitors and families could offer feedback on the design – before more than 200 rooms are built in the new hospital.

Two model rooms at Genesis-Bethesda were equipped with everything needed during a hospital stay. More than 300 staff and physicians toured the rooms and provided feedback on the design/layout. About 100 patients stayed in the model rooms during the feedback phase. Along with their family members, the patients were asked to give their valuable input on what worked – and didn't work – about the rooms. This enabled several changes to be made during the design phase, avoiding costly changes later.

## Building the Sarap Cancer Center

Construction of the Dr. Nick A. and Nancy R. Sarap Cancer Center began in September on the north end of Bethesda. Cancer services currently scattered throughout the community, such as radiation therapy, chemotherapy and medical oncology, will be under one roof when the center opens in the fall 2014.

The building will be free-standing, yet connected to the main hospital by a walkway on the ground level. The treatment area where patients will receive chemotherapy was developed by getting feedback from patients, physicians and other staff, much the same way the model patient rooms were used to test the design of the areas before being finalized.

## Constructing the New Addition

In May, construction began on the new addition on the south side of Bethesda. The foundation work continued through the summer. In August, a major change in the landscape was quite noticeable when a tower crane, 175 feet tall, was erected to hoist and move heavy materials. The new addition will be completed in late 2014.



## Surpassing Capital Campaign Goal

The "Your Hospital. Your Health." campaign surpassed the fundraising goal of \$15 million to help fund construction of the new hospital. The generosity and support of our community, including 1,850 individuals, businesses and organizations, was clearly evident as \$15,904,405 was raised by the end of 2013. Several areas of the new hospital will be named in honor of major donors:

- Dr. Nick A. & Nancy R. Sarap Cancer Center
- Jeff & Jennie Sidwell Family Womens & Infants Center
- J. William & Mary Helen Straker Trauma & Emergency Center
- Genesis Heart & Vascular Center, sponsored by Genesis Volunteers
- M. Annabel & Joseph M. Norman Neuroscience Center
- The Saint Francis Chapel, sponsored by the Franciscan Sisters of Christian Charity

## Consolidating Emergency Services

The Bethesda Emergency Department closed June 30 to allow for expansion of the site where the addition is being built and renovation of the space that housed the Emergency Department. Emergency care was consolidated at the Good Samaritan Emergency Department, which was redesigned to accommodate more patients and visitors. Genesis' two FirstCare centers remained open for urgent medical needs.



New Addition  
Courtesy of Chris Crook, Times Recorder



Cancer Center



Artist's Rendering of Main Entrance

**To Learn More »** Visit [genesishcs.org](http://genesishcs.org) and select "Building For Your Health" for an interactive virtual tour, videos and a webcam that gives you real-time photos of construction.



# FOR YOUR LIFE... FOR YOUR HEALTH

2014  
SPRING ISSUE

## EDUCATIONAL PROGRAMS, SUPPORT GROUPS & EVENTS

### Spirit of Women Programs

The following Spirit of Women programs are available at no cost. To register for these programs, go to [genesishcs.org](http://genesishcs.org), select "Education & Events;" or call the Genesis Event Registration Line at (740) 454-4002 or 800-322-4762, ext. 4002.

#### Passport to Health – France

##### Preventing and Recognizing Gynecologic Cancers

Thursday, April 10 • 5:30 to 8 p.m.  
Genesis HealthPlex Conference Center  
*Speaker:* Kristina Loomis, M.D.

Obstetrician/Gynecologist

Journeying through the unfamiliar territory of gynecologic cancers is like trying to navigate the streets of a foreign country. Let our clinical experts be your guides through the facts about the five reproductive system cancers, including subtle symptoms, diagnosis and treatment options. They'll also give you a map for screening and prevention to help you stay on a healthy path for life.

#### A Passport to Your Nervous System – Italy

##### Diagnosis, Risk Factors & Treatment Options

Thursday, May 8 • 5:30 to 8 p.m.  
Genesis HealthPlex Conference Center  
*Speaker:* Bryan Bjornstad, M.D., Neurologist

Like a street map in a new country, information on Alzheimer's and Parkinson's diseases and other neurological conditions can sometimes be hard to figure out. Join us as our clinical experts guide you on the right path to understanding neurological diseases.

*Spirit of*  
**Women**

#### Experience Your Best Adventure Yet – Greece

##### A Life Free From Neck & Back Pain

Thursday, June 5 • 5:30 to 8 p.m.  
Genesis HealthPlex Conference Center  
*Speaker:* Jeffrey Lobel, M.D., Neurosurgeon

Welcome to your destination, a place where you can walk, run, jump, bike, hike, climb and swim. Pack your bags ... you're off to the coast of somewhere beautiful. Our experts will show you how to avoid being a spectator in your own life because of neck and back pain.

### Childbirth & Parenting

#### Classes

Genesis offers childbirth and parenting classes to help you navigate the joys and challenges of being a parent. Whether you're a first-time parent or one with a little more experience, we have a class to fit your needs. For more information, call Lauren Wood at (740) 450-6262; go to [genesishcs.org](http://genesishcs.org); select "Education & Events;" or call the Genesis Event Registration Line at (740) 454-4002 or 800-322-4762, ext. 4002.

#### Infant Loss Support Group

H.A.I.L. stands for Healing After Infant Loss, and our childbirth and education staff hosts this group to help parents who've lost babies. For more information, contact Lauren Wood at (740) 450-6262.

H.A.I.L. Annual Remembrance Ceremony  
Saturday, April 19 • 11 a.m. to 1 p.m.  
Hillis, Combs & Nestor Funeral Home, Zanesville

### Grief Support

Genesis Hospice offers a variety of support groups to help you share, heal and grow during this time in your life. Individual counseling sessions are also available. For more information, call (740) 454-5353 or 800-953-7673, or go to [genesishcs.org](http://genesishcs.org) and select "Education & Events."

### Other Events

#### Celebrate Life – National Cancer Survivors Day

Sunday, June 1 • 4 to 6 p.m.  
Genesis HealthPlex  
Free

Cancer survivors and their friends and family are invited to celebrate the joy of life and the spirit of hope. Enjoy entertainment, refreshments, pictures with family or friends, door prizes and more. Registration is not necessary. Seating is limited, so bring lawn chairs. For more information, call (740) 454-5865.

#### Coal Miner's Health Fair

Wednesday, June 11 • 9 a.m. to noon  
Coshocton County Senior Center  
201 Brown Lane, Coshocton

This event is geared toward active or retired coal miners and anyone who's been exposed to coal dust through employment, but it is open to any adult. Free screenings will be available and a nurse practitioner will review results with you. The Department of Labor will help fill out applications and answer questions about black lung benefits. Registration is not necessary. For more information, call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328.

#### Walk With a Doc

Saturdays • 8:30 to 9:30 a.m.  
Genesis HealthPlex  
April 12 • May 10 • June 14

Walk about a mile with the doctor. Learn fitness tips, get health advice, and ask the doctor general health questions before and during the walk. Due to construction of the new Genesis hospital affecting the Gorsuch Fitness Trail, the walks are being held temporarily at the Genesis HealthPlex. Call Tara Poorman or Sharon Francis at (740) 454-4336 for more information.

Continued on back >>



For updates on programs or events, go to [genesishcs.org](http://genesishcs.org).

HEALTHCARE SYSTEM  
**GENESIS**  
Where you're treated well



[genesishcs.org](http://genesishcs.org)



## Cancer Support Groups

Call Shannon White, Radiation Cancer Care Center, at (740) 454-5017 for more information on cancer support groups.

### Man to Man – Prostate Cancer

Meetings are at 6 p.m. at the Genesis Radiation Cancer Care Center, 800 Forest Ave.

Monday, April 7

Topic: New Muskingum Recreation Center and Exercise Habits to Adopt

Monday, May 5

Topic: Updates on the Genesis Dr. Nick A. & Nancy R. Sarap Cancer Center

**Speaker:** Shannon White, Radiation Cancer Care Center

Monday, June 2

Survivorship Celebration

Location TBA

Social Time and Potluck

### Young Women Survivors Network

Women age 49 or younger with cancer can learn about the disease and issues that are unique to them, such as fertility and pregnancy, impact of hormones, intimacy and self-esteem, and psychological and social aspects of dealing with cancer.

### Support Buddies – Breast Cancer

Meetings are at 6 p.m. at the Breast Care Center in the Genesis HealthPlex.

Wednesday, April 2

Topic: Rally for Susan G. Komen Race for the Cure®

**Speaker:** Margi Wysong, Volunteer

Wednesday, May 7

Topic: Updates on the Dr. Nick A. & Nancy R. Sarap Cancer Center

**Speaker:** Shannon White, Radiation Cancer Care Center

Wednesday, June 4

Survivorship Picnic

Location: TBA

Social Time and Potluck

### I Can Cope Classes

These classes are for anyone with cancer and their families. Learn about diagnosis, treatments, side effects, ways to communicate with your doctors and nurses, and more. Topics include managing fatigue, relieving pain, nutrition, physical activity and self-esteem. To schedule a personal meeting or a speaker for your group, call Shannon White at (740) 454-5014.

### Look Good ... Feel Better

Female cancer patients learn beauty techniques to stay positive and maintain self-confidence through treatments. Each participant receives a free makeup kit worth \$300. Participants are encouraged to bring a support person. Registration is required by calling the American Cancer Society at 1-800-395-LOOK.

Tuesdays, April 15, noon; May 20, 5 p.m.; or June 17, noon

Genesis Hematology & Cancer Care Center  
1246 Ashland Ave., Suite 205

## Respiratory Support Group

### Better Breathing Club

Call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328 for more information or to register.

Thursday, April 10 • 1:30 to 3 p.m.

Genesis HealthPlex Conference Room A

**Speaker:** Joy Stashonsky, RN, Genesis Nurse Navigator

Topic: Chronic Obstructive Pulmonary Disease (COPD)

Thursday, May 15 • 1:30 to 3 p.m.

Genesis HealthPlex Conference Room A

**Speaker:** Dena Bell, Program Director, Genesis Wound Care Center®

Topic: Wound Care

Wednesday, June 11 • noon to 2:30 p.m.

Genesis HealthPlex Conference Center

Please remember to bring your favorite picnic covered dish. R.S.V.P. by Wednesday, June 4 by calling (740) 454-4328.

## Northside Pharmacy Wellness

For information on Northside wellness services, visit Northside's website at [northsiderx.com](http://northsiderx.com) or call (740) 454-5666, ext. 8405.

### DermaView Screenings

April is Sun Safety Month and Northside is offering free DermaView screenings this month to determine the sensitivity, dryness and condition of your skin. This screening may also detect suspicious areas. Check the Northside website for dates, times and locations.

### Bone Density Screenings

Northside is offering bone density screenings for \$10 in May for Osteoporosis Awareness and Prevention Month. Check the Northside website for dates, time and locations of our screenings.

## Rehabilitation

### Back to Basics – Back Pain Program

These classes offer ways to help you control your lower back pain. Classes are on the first and third Thursdays of each month at the Genesis Center for Occupational & Outpatient Rehabilitation, 740 Adair Ave., from 5:30 to 6:30 p.m. The program includes six one-hour sessions conducted by licensed therapists. The cost is \$5 per session or \$25 for all six sessions. If you complete all six sessions, you'll get a free one-month membership to the Muskingum Recreation Center. To register, call (740) 455-5151.

### Delay the Disease – Parkinson's Exercise Class

Tuesdays • 10 to 11 a.m.

North Terrace Church of Christ  
1420 Brandywine Blvd.

This is a weekly exercise program for managing Parkinson's disease. Cost is \$50 for 10 weeks. You may join any Tuesday. Call (740) 455-5151 for more information.

### Support Groups

Genesis Rehabilitation Services also offers a variety of support groups including stroke, brain injuries and pain and fibromyalgia. Call (740) 454-4324 or 800-225-7957, ext. 4324 for more information.

## Diabetes Exercise

This program is for anyone who has Type 1 or 2 diabetes or is pre-diabetic. Friends and family members may join the program at the same price if coming as a support person or an exercise buddy. Call (740) 454-4336 or 866-351-6688 to register. The cost is \$100 for a 16-class session; reduced fee of \$60 for payment before classes begin. Financial aid is available.

Mondays & Wednesdays • 3 to 6 p.m.

Tuesdays & Thursdays • 10 a.m. to noon

Genesis-Bethesda Meeting Rooms 1 and 2

## Community AHA Classes

Genesis and Zane State College partner to provide American Heart Association (AHA)-certified CPR and first aid training. The classes will be held at Zane State College Campus Center, Room T400 (PTA lab). The costs are:

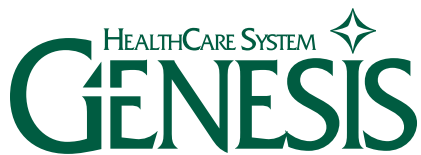
Heartsaver CPR – \$45

Healthcare Provider CPR – \$60

First Aid – \$35

To sign up for classes or for more information, call Zane State College at (740) 588-1288.





2503 Maple Ave., Suite A  
Zanesville, OH 43701

CHANGE SERVICE REQUESTED



# MAKING OUR COMMUNITY HEALTHIER

The Genesis Community Benefit Report is an annual publication of Genesis HealthCare System.

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